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## MARTIN &amp; FERRARO, LLP

ATTORNEYS AT LAW

17383 SUNSET BLVD, SUITE 315  
LOS ANGELES, CALIFORNIA 90272Telephone  
(310) 286-9800Facsimile  
(310) 286-2795

## FACSIMILE TRANSMITTAL

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Name: Mail Stop RCE

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Art Unit 3622

Examiner Arthur Duran

Firm: U.S. Patent &amp; Trademark Office

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No. of Pages (including this): 15

Subject: U.S. Patent Application No. 09/605,695

Date: July 13, 2007

Steven Michael Schein

Filed: June 28, 2000

Confirmation Copy to Follow: NO

INTELLIGENT MEDIA TARGETING SYSTEM

AND METHOD

Attorney Docket No. 108.0003-00000

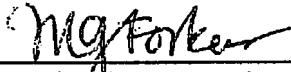
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## Message:

## CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that the attached Transmittal Form (in duplicate; \$1,910.00 to cover the \$790.00 RCE fee, \$1,020.00 fee for three-month extension of time, and \$100.00 to cover the additional claims fee to be charged to Deposit Account No. 50-1068), Request for Continued Examination (RCE) (in duplicate), and Amendment are being facsimile transmitted to the U.S. Patent and Trademark Office on July 13, 2007.

  
Miyabi Grace Forker

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FORM PTO-1083

Attorney Docket No.: 108.0003-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Schein

Serial No: 09/605,695

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM  
AND METHOD

Confirmation No.: 6334

Art Unit: 3622

Examiner: Arthur Duran

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a Request for Continued Examination (RCE) and Amendment in reply to the final Office Action dated February 8, 2007 in the above-identified application.

No additional fee is required.  
 Applicant hereby requests a three-month extension of time to respond to the above office action.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE		ADD'L FEE DUE
TOTAL CLAIMS FEE	39	-	37	**	2	LG=\$60 SM=\$25	\$50
INDEPENDENT CLAIMS FEE	8	-	8	***	0	LG=\$200 SM=\$100	\$200
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS						LARGE ENTITY FEE = \$360 SMALL ENTITY FEE = \$180	\$ 0
						TOTAL	\$ 100

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

\*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

A total fee in the amount of \$1,910.00 to cover the \$790.00 RCE fee, \$1,020.00 fee for three-month extension of time, and \$100.00 to cover the additional claims fee is to be charged to Deposit Account No. 50-1068.

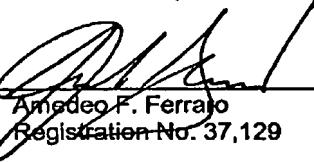
The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. A copy of this sheet is enclosed.

Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims

Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,  
MARTIN & FERRARO, LLP

By:

  
 Amadeo F. Ferraro  
 Registration No. 37,129

Date: July 13, 2007

1557 Lake O'Pines Street, NE  
 Hartville, Ohio 44632  
 Telephone: (310) 286-9800  
 Facsimile: (310) 286-2795